### Monday, October 12, 2020

<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
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| 8:00 - 8:30am   | [Multi-Discipline]                         | **Welcome & Opening Remarks**  
*Johnnie White*, CEO/Executive Vice President | American Society of Appraisers                                                                                                                     |
| 8:30 - 9:30am   | [Multi-Discipline]                         | **Keynote Address**                                                                                                                          |
| 9:35 - 10:35am  | [Machinery & Technical Specialties]        | **Modeling...Beyond the Math**  
*Douglas Krieser*, ASA, FRICS, Managing Director | Valcon Partners, LTD  
Most MTS appraisers know how to put together a valuation model, but without market derived inputs, the model is simply a mathematical exercise. This presentation will outline several tools which the appraiser can utilize in order to bring market-based inputs into the model in order to produce more credible results and bring more value to their clients. Learning objectives include: understanding the limits of a spreadsheet or database cost approach model; identifying various market-based techniques and how they apply; and how to integrate real life market based data into cost models. This will be interactive. Please bring a laptop or other device capable of using Excel! |
| 11:00am - 12:00pm | [Machinery & Technical Specialties]        | **How to Market Your Professional Designation**  
*Barry Lebow*, CEO | Barry Lebow Professional Services Inc.  
It is not enough to be an ASA as that alone will not attract new business, it is how you use it and how you market yourself. How to reach other professionals who will 1) give you continued volume business over your career and 2) greatly increase your fees. |
| 11:00am - 12:00pm | [Machinery & Technical Specialties]        | **Cell Towers and Cellular Communications Equipment**  
*David H. Cole*, ASA, President | Cole Appraisal Services, Inc.  
This session will provide participants with an understanding of cellular communications technology, identification of types of cellular equipment and a discussion of valuation techniques related to the valuation of cellular towers - get ready for the income approach. |
This session will present an estate planner’s perspective on gift and estate tax appraisals based on experience in IRS audits and explaining provisions to clients.

1:00 - 2:00pm

Valuation of Offshore Exploration and Production Equipment

John Ray, Senior Vice President | BVA Group

This session will provide a basic introduction to exploration and production equipment and provide insight into offshore economics and market dynamics. Valuation examples will be provided including: drilling rigs - cost (market and income approaches); production platforms (cost approach); and oilfield services equipment (market approach).

The Compelling Use of Business Valuation Appraisals in Litigation

John C. Sciaccotta, Attorney | Aronberg Goldgehn
Honorable Thomas R. Mulroy, Associate Judge, Circuit Court of Cook County

This session will offer best practices relating to the use of business valuation expert testimony at trial. Learn more about preparing the expert and designing the testimony for the most compelling and persuading impact upon the judge and jury.

2:30 - 3:30pm

All Wine Tanks are not Created Equal

Jack Young, ASA-ARM/MTS, CPA, President/CEO | NorCal Valuation, Inc.

Wine tanks are the heart and soul of any winery operation and values are not always obvious. This presentation discusses the many factors of wine tank value and valuation, starting with a brief summary of the winemaking process and how that process influences tank requirements. We’ll consider the “ideal” wine tank and what that means, the main factors to consider when valuing wine tanks, and how wine tank configurations can result in functional obsolescence in legacy wineries. The presentation will conclude with a review of an appraisal that, failing to consider the unique characteristics of the subject wine tanks, applied the cost approach in a rote manner that resulted in a misleading opinion of value.

4:00 - 5:30pm

Valuing Process Plants: Tricks of the Trade

Larry L. Perdue, ASA, M.V.S., Executive Director | Asset Appraisal Corporation

This session will focus on the distinctive elements of processing plant appraisals. The presenter will offer guidelines on how best to prepare for this type appraisal, plant inspection techniques and getting the most out of plant personnel to expedite the appraisal process. Included will be a case study considering all three approaches to value.
Tuesday, October 13, 2020

8:00 - 9:00am

[Machinery & Technical Specialties]
What Is/Isn’t a USPAP Compliant MTS Report
*R. Lee Robinette*, ASA, President | Collateral Evaluation Associates, Inc.


9:05 - 10:05am

[Machinery & Technical Specialties]
Appraisal of Cannabis Industry Equipment
*Garrett Schwartz*, ASA, CEA, Senior Equipment Appraiser | Sencer Appraisal Associates
This session will discuss the different types of appraisals needed in the burgeoning cannabis industry and the various types of equipment that an appraiser can expect to encounter on such an assignment.


10:30am - 12:00pm

[Machinery & Technical Specialties]
Valuation Principles for Healthcare Facilities
*Jack Beckwith*, ASA, President | EAGI
Presentation provides a review of the three approaches of value with the due diligence needed to explore the proper methodology to analyze specific assets found in the healthcare industry. We will discuss where these assets are located, what tasks they perform, and why they are important for the operation and the end user.


1:00 - 2:00pm

[Machinery & Technical Specialties]
Research 2020: Sources, Best Practices, & International Considerations
*Ryan Kinahan*, ASA, CPA, Managing Director | RK Valuation Advisory
*Raymond Moran*, ASA, MRICS, CEO | MG Valuation, LLC
The session will focus on cost and market sources, regional and industry considerations, international factors, econometric data, indices, exchange rates, and industry specific macro
metrics. We will also reference prior research presentations which further delve into research-related topics such as the benefits of interviewing industry experts, pitfalls of internet only research, various unpaid and paid resources, and similar themes.

[Multi-Discipline]  
Defensive Practices / Mock Trial (continued)  
Jeffrey W. Brend, ASA, CPA/ABV, CFE, CFF, AAML, Attorney at Law | Levin & Brend, P.C.  
Craig M. Capilla, Attorney | Franklin Law Group  
Mark A. Munizzo, ASA, President | Equity Network

2:30 - 3:30pm  
[Machinery & Technical Specialties]  
80/20: Profitability and Growth  
Peter Philippi, Founder/Chairman | Strategex LLC

In this presentation you will get a completely new perspective on the old 80/20 Principle and how it applies to every aspect of your business. You’ll walk away with some powerful tools you can use to begin to improve your company performance immediately. In this high energy and high-powered session, Peter Philippi will walk through the 80/20 process with a mission to provide a basic understanding of how the 80/20 Principle is applied to your business – and to life! He will present a series of concepts and practical examples such that the learning can be applied as soon as the session is complete. Learn how to uncover the critical few customers, products/services and activities that provide 80% of the value. Don’t spend as much time and resources on the 80% that provide very little value, and that are costing your company far more that you ever expected!

3:35 - 4:35pm  
[Machinery & Technical Specialties]  
Roundtable Market Sessions

[Multi-Discipline]  
Advisory Opinion 20: Opinion of Value  
Joel D. Gonia, ASA - ARM & MTS/M&E, Senior Review Appraiser | KATS M & E, LLC